

## **Abstract**

**Title:** Marketing communications FK Mladá Boleslav

**Objectives:** The main objective of this bachelor thesis is to analyze the current state of marketing communication with the audience FK Mladá Boleslav, identify deficiencies and submit a proposal to improve the marketing communication strategy with fans of this club.

**Methods:** In this thesis were used methods of analysis of relevant documents and texts. Another used method was structured interview with the staff of the marketing department, the marketing manager Bc. Jan Holický and communications manager Jiří Koros.

**Results:** When analyzing marketing communications FK Mladá Boleslav, it was found that some of the communication tools are not used quite effectively and some tools this club even does not used. The proposal was constructed by monitoring current trends in marketing communications to suit any possibility of the club and was feasible.

**Keywords:** sports marketing, football, public relations, fan, patriotism